

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

1. (Currently Amended) A computer-implemented method for [[marketing]] creating a demand-based market for products which are purchased and sold by a plurality of dealers and are provided by a plurality of suppliers, comprising the steps of:

collecting inventory information on a recurring basis for each of a plurality of product classes from each of a plurality of said dealers, the amount of the products within the product classes that each of the plurality of dealers currently has in inventory,

establishing an inventory profile for each of the plurality of dealers of product, the inventory profile including an optimal stocking level based on a typical sale rate for that dealer for the product;

for each [[said]] dealer, determining a ~~current demand~~ current individual dealer demand for one or more of said product classes based on said dealer inventory information and [[an]] the inventory profile of said dealer;

determining aggregate dealer demand for said respective product classes by combining the current individual dealer demand amounts of the dealers having a demand for the respective ~~aggregating said demands respectively for said~~ product classes,

for each of said product classes, determining market making potential of said product class by comparing the corresponding aggregate dealer demands of said product classes to a threshold set of values for determining the ones of said product classes which have said demand exceeding said threshold values,

determining if sufficient supply of the product exists ~~obtaining from said suppliers information identifying a supply of said products available for sale~~ for each of said determined product classes to create a demand-driven market by identifying potential suppliers of the product classes having market making potential,

[[designating]] scheduling a demand-driven market for each of said ~~determined ones~~

of said of the product classes[[, and]] having market making potential if the aggregate dealer demand is greater than the demand threshold and where sufficient supply has been determined;

for each said market, notifying the ones of said dealers who have a demand for the product class of the market and the potential suppliers of the product that a demand-driven market has been scheduled.

2. (Currently Amended) A computer-implemented method for [[marketing]] creating a demand-based market for products as recited in Claim 1 further including a step of comparing the supply for each of said determined product classes to a respective threshold value, wherein designating a market comprises designating a market for only those determined product classes which exceed the supply threshold values.

3. (Currently Amended) A computer-implemented method for [[marketing]] creating a demand-based market for products as recited in Claim 1 wherein said step of [[designating]] scheduling a market comprises [[designating]] scheduling a plurality of markets for said product classes.

4. (Currently Amended) A computer-implemented method for [[marketing]] creating a demand-based market for products as recited in Claim 1 including a step of offering the units of said supply of products for each said designated market to the dealers who have demand for the corresponding product class.

5. (Currently Amended) A computer-implemented method for [[marketing]] creating a demand-based market for products as recited in Claim 1 wherein said inventory profile is defined by the corresponding dealer.

6. (Currently Amended) A computer-implemented method for [[marketing]] creating a demand-based market for products as recited in Claim 1 wherein said inventory profile is based on a sales history of the corresponding dealer.

7. (Currently Amended) A computer-implemented method for [[marketing]] creating a demand-based market for products as recited in Claim 1 wherein said step of collecting inventory information is performed on a periodic time basis.

8. (Currently Amended) A computer-implemented method for [[marketing]] creating a demand-based market for products as recited in Claim 1 wherein said suppliers include dealers who have products in inventory which the dealer has deemed to be for sale at wholesale.

9. (Currently Amended) A computer-implemented method for [[marketing]] creating a demand-based market for products as recited in Claim 1 wherein said products are used automobiles.

10. (Currently Amended) A computer-implemented method for [[marketing]] creating a demand-based market for products as recited in Claim 1 wherein said suppliers include automobile lease companies.

11. (Currently Amended) A computer-implemented method for [[marketing]] creating a demand-driven market for products which are purchased and sold by a plurality of dealers and are provided by a plurality of suppliers, comprising the steps of:

collecting inventory information on a recurring basis for each of a plurality of product classes from each of a plurality of said dealers, the inventory information including the amount of the products within the product classes that each of the plurality of dealers currently has in inventory,

~~collecting supply information from said suppliers for a plurality of said product classes,~~

for each said dealer, determining [[a current demand]] a current individual dealer demand for one or more of said product classes based on said dealer inventory information and an inventory profile of said dealer, said inventory profile including the number of at least one product class among said plurality of product classes each of the plurality of dealers optimal stocking level based on a typical sales rate for that dealer for the class of product,

determining aggregate dealer demand by aggregating said demands respectively for said product classes,

collecting supply information from said suppliers for a plurality of said product classes,

for each of said product classes, determining market making potential of said product class by comparing the corresponding supply and demand to a threshold set of values for determining the ones of said product classes which have said supply and said demand exceeding said threshold values,

[[designating]] scheduling a market for each of ~~said determined ones of said~~ the product classes that are determined to have market making potential, and

for each product class having market making potential[[said market]], notifying the ones of said dealers who have said demand for the product class and the suppliers of the product class that a demand-driven market has been scheduled ~~of the market.~~

12. (Currently Amended) A computer-implemented method for [[marketing]] creating a demand-driven market for products as recited in Claim 11 wherein said step of [[designating]] scheduling a market comprises [[designating]] scheduling a plurality of markets for said product classes.

13. (Currently Amended) A computer-implemented method for [[marketing]] creating a demand-driven market for products as recited in Claim 11 including a step of offering the units of said supply of products for each said designated market to the dealers who have demand for the corresponding product class.

14. (Currently Amended) A computer-implemented method for [[marketing]] creating a demand-driven market for products as recited in Claim 11 wherein said inventory profile is defined by the corresponding dealer.

15. (Currently Amended) A computer-implemented method for [[marketing]] creating a demand-driven market for products as recited in Claim 11 wherein said inventory profile is based on a sales history of the corresponding dealer.

16. (Currently Amended) A computer-implemented method for [[marketing]] creating a demand-driven market for products as recited in Claim 11 wherein said suppliers include dealers who have products in inventory which the dealer has deemed to be for sale at wholesale.

17. (Currently Amended) A computer-implemented method for [[marketing]] creating a demand-driven market for products as recited in Claim 11 wherein said products are used automobiles.

18. (Currently Amended) A computer-implemented method for [[marketing]] creating a demand-driven market for products as recited in Claim 11 wherein said suppliers include automobile lease companies.

19. (Currently Amended) A computer-implemented method for [[marketing]] creating a demand-driven market for products as recited in Claim 11 wherein said step of collecting inventory information is performed on a periodic time basis.

20-33 (Canceled)

Application No. 09/878,707  
Amendment dated April 4, 2007  
Reply to Office Action of October 5, 2006

**AMENDMENTS TO THE DRAWINGS:**

The attached sheets of drawings include changes to Figs. 2A, 2B, 3A and 3B for the Examiner's approval. These sheets, which include Figs. 2A, 2B, 3A and 3B, replaces the original sheets including Figs. 2A, 2B, 3A and 3B.

Attachment: Annotated Sheets